



# The Internet

Search Engine Tips and Tricks



City of **Bayswater**

# Making Sense of the Internet



- What is the Internet?
- What is the World Wide Web?
- How do you access the Internet?
- What can you do with the Internet?
- Are there any rules?

There is no single authority or set of laws (try searching for them)

<http://internetsociety.org/>

<https://youtu.be/J8hzJxb0rpc>

<https://beconnected.esafety.gov.au/topic-library/essentials/the-absolute-basics/what-is-the-internet>

# What is the Internet?

## Interconnection of Computer Networks

- An idea that was conceived in 1973 with early adaptations in use from 1977
- Millions of computers and smart devices connected to a common network via a cable or wirelessly
- Connection can be via ISP/Telco or public WiFi
- The Internet is the interconnecting infrastructure



# What is the World Wide Web?

A collection of HTML pages available via the Internet



## Web v2a: Invisible/Deep Web

### **Invisible/Deep Web (80-95%)**

Specialised databases

Dedicated search engines

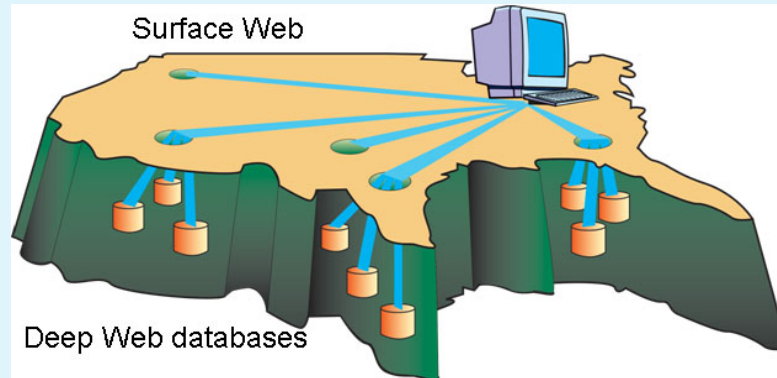
Paid Information

Restricted Access Information

Unlinked sites

### **Surface Web (5-20%)**

e.g. Google, Yahoo, Wikipedia, MSN



# How to Access the Internet

## You need to connect to the network

- Internet Device
- ISP (Internet Service Provider)
  - Connection Methods
    - 3G/4G/5G, WiFi, NBN, ADSL, Cable, Satellite
      - Modem
      - Public WiFi service
- Internet software e.g. Browser
  - Internet Explorer, Edge, Safari, Firefox, Chrome, Brave, others
  - Not all browsers are built the same

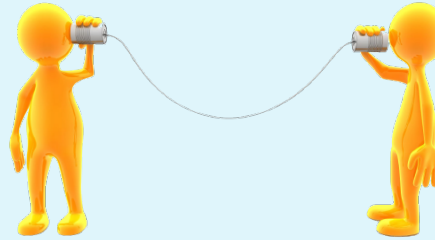


# What can you do on the Internet?

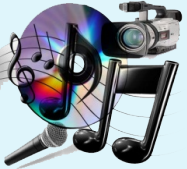
Lots – lets group into broad categories



1. Information



2. Communication



3. Entertainment

4. Commerce



# 1. Information

How do you access the information you are looking for?

- Search engines
- Maps
- Target Sites (e.g. News, Movies, Entertainment)
- Education and Employment
- Library Services and E-Books
- Web Directory



web directory



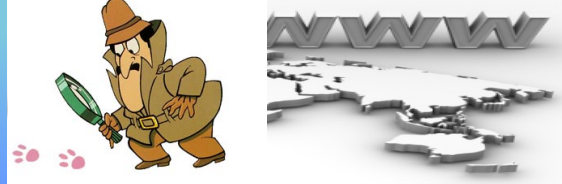
Examples:

- Botw.org
- Hotfrog.com.au
- Usually vetted by a human and site are considered to be more trusted
- Content can be outdated and missing newer sites



# Search Engines

Which ones to use - (let's explore them)



1. Relevant results (results you are actually interested in)
2. Uncluttered, easy to read interface
3. Helpful options to broaden or tighten a search

- Google
- Duck Duck Go
- Ask (Ask Jeeves)
- Bing
- Yippy (Clusty)
- Webopedia
- Yahoo
- Dogpile
- The Internet Archive
- Mahalo.com (human engine)
- IMDB, theTVDB, CDDb
- Pinterest
- Wolfram Alpha
- Baidu





## Go and Google Yourself

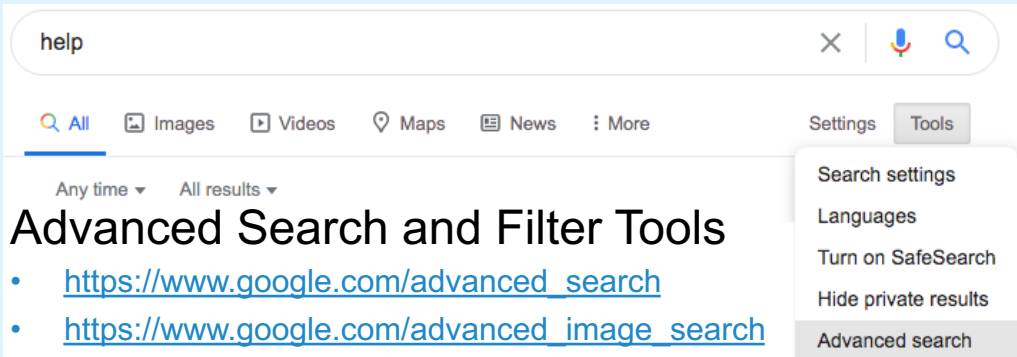


### Search operators

- <https://support.google.com/websearch/answer/2466433>

### Search Images

- <https://support.google.com/websearch/answer/112511>



### Advanced Search and Filter Tools

- [https://www.google.com/advanced\\_search](https://www.google.com/advanced_search)
- [https://www.google.com/advanced\\_image\\_search](https://www.google.com/advanced_image_search)

### Search Old Newspapers

- <https://news.google.com/newspapers>

“how to search on google”

## GOOGLE SEARCH CHEAT SHEET

<https://supple.com.au/tools/google-advanced-search-operators/#>



## Examples

- use quotes "";
- asterisk \*;
- use "vs";
- define;;
- criteria site:sitename;
- weather:location;
- allintitle:words;
- minus(-);
- filetype:
- OR;
- define;;
- cache:
- use the Mic for search
- Advanced search Tools image size; colour
- Search Settings – (Search by voice link, e.g. weather, map)
- Google News
- Search Help (bottom right)

"technology uncovered" "city of bayswater" "june" site:eventbrite.com.au

## Tips

filetype:pdf site:bayswater.wa.gov.au  
filetype:pdf site:cnn.com



Last 4 years is cached



## Is data ever really gone from the Internet?

maccione site:www.kwinana.wa.gov.au

maccione site:.gov.au

1 result (0.39 seconds)

### Ordinary Council Meeting

<https://www.kwinana.wa.gov.au/.../Agenda---Ordinary-Council-Meeting---23-July-2014>

Jul 23, 2014 - Melannie Byrne. Cat sterilisation subsidy x 2. 2718.6578-01. 11/06/2014. 6578. \$200.00.

A Maccione. Public Online Safety training session -.

You've visited this page many times. Last visit: 20/02/17

← → ↻ ⚠ Not secure | <https://www.kwinana.wa.gov.au/Documents/Agendas-and-minutes/2013-Agendas-and-Minutes/Agenda---Ordinary-Council-Meeting---23-July-2014>

404 NOT FOUND

<http://archive.org/web/web.php>

INTERNET ARCHIVE

WayBackMachine

Explore more than 446 billion web pages saved over time

BROWSE HISTORY

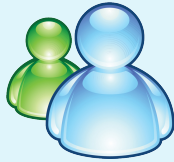
## 2. Communication

What methods are available over the Internet

- Email



- Instant Messaging



- Newsgroups/Forums

- Chat Rooms



- Audio/Video

Conferencing

- Dating Sites



- Social Networking

- Blogs



- VoIP



### 3. Entertainment

What can you do just for fun?

#### Play Games

- Game Fudge
- BigFish Games
- Pogo
- Yahoo Games



# Entertainment

What can you do just for fun?



Watch movies and video clips

- Netflix
- Stan
- Amazon Prime
- Disney Plus
- Youtube (bestofyoutube)
- Crackle
- Popcornflix
- Classic Cinema Online
- Top Documentary Films



# Entertainment

What can you do just for fun?



Watch TV episodes

freeview.com.au

- 10play.com.au



- ninenow.com.au

- iview.abc.net.au



- 7plus.com.au

- sbs.com.au/ondemand










# and There's More Entertainment...

Most things you can think are available in some way shape or form over the internet.



## Music

- iTunes 
- Live streaming    
- Podcasts 
- Books (audio and text) 
- Ask Google, Siri or Alexa...



## 4. Commerce

### Internet based money

- Shopping - buying and selling online
- Internet Banking
- Payments
- Bookings and Reservations
- and more...



# VPNs

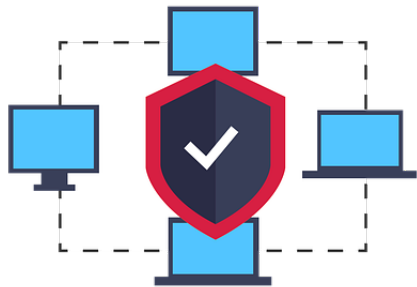
## Virtual Private Network

VPNs were originally developed to extend the reach of business networks so that staff could work away from the office while still having full access to the office computer systems.

Nowadays, VPNs are predominantly used to allow users to create secure connections to places over the Internet. In particular:

- To access region specific content (e.g. Netflix US, Hulu, ...)
- To shield browsing activity (hide where you go and what you do)
- To protect you from download logging (hide what you download)

There are many options – Google “best vpn for australia” and explore



They generally cost money

Internet speed is slower



# Thank you

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Past Events 2014

Past Events 2013

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MagooIT Seniors Tech Support

"What lies behind us and what lies before us are tiny matters compared to what lies within us." - Ralph Waldo Emerson

**Magoo IT: helping Seniors with technology**

Magoo IT is passionate about adult education and encouraging seniors to utilise, or embrace, technology to improve their lives. Tony has a unique ability to inspire confidence with a hands-on approach and encourages participants to bring in and use the devices during these sessions.

Training • Advice • Support

**We are a family run business.**

Tony Maccione

Tony has been working on, running, managing and developing IT Help Desks for more than 25 years. He has worked in small business, corporate and Government organisations, both in Australia and internationally. Tony currently holds Department of Defence clearance.

Not only is Tony experienced in virtually all areas of IT, from



support@magooit.com.au

# Internet Terms

## Some useful terms you will come across



- HTML, http, https
- Browser
- URL
- ISP
- P2P
- Downloading, Uploading
- Virus, Spyware, Malware, Spam, Flaming, Bloatware, Phishing
- Modem, Router
- LAN, WAN, WIFI
- Cloud
- Apps
- Encryption, Authentication
- Ports, Port Forwarding
- Firewall
- Backup, Archiving
- Favorites, Bookmarks
- e-commerce
- e-mail, IM
- Social Networking

# Search Engines

## Additional Information

[http://netforbeginners.about.coms\\_for\\_beginners.htm](http://netforbeginners.about.coms_for_beginners.htm)

- **Mahalo** is the one 'human-powered' search site in this list, employing a committee of editors to manually sift and vet thousands of pieces of content. This means that you'll get fewer Mahalo hit results than you will get at Bing or Google. But it also means that most Mahalo results have a higher quality of content and relevance (as best as human editors can judge).
- Mahalo also offers regular web searching in addition to asking questions. Depending on which of the two search boxes you use at Mahalo, you will either get direct content topic hits or suggested answers to your question.
- **The Internet Archive** is a favorite destination for longtime Web lovers. The Archive has been taking snapshots of the entire World Wide Web for years now, allowing you and me to travel back in time to see what a web page looked like in 1999, or what the news was like around Hurricane Katrina in 2005. You won't visit the Archive daily, like you would Google or Yahoo or Bing, but when you do have need to travel back in time, use this search site.
- **Dogpile** was the fast and efficient choice before Google. Things changed, Dogpile faded into obscurity, and Google became king. But today, Dogpile is coming back, with a growing index and a clean and quick presentation that is testimony to its halcyon days. If you want to try a search tool with pleasant presentation and helpful crosslink results, definitely try Dogpile.



# Search Engines

## Additional Information



- **Yahoo!** is several things: it is a search engine, a news aggregator, a shopping center, an mailbox, a travel directory, a horoscope and games center, and more. This 'web portal' breadth of choice makes this a very helpful site for Internet beginners. Searching the Web should also be about discovery and exploration, and Yahoo! delivers that in wholesale quantities.
- **Webopedia** is one of the most useful websites on the World Wide Web. Webopedia is an encyclopedic resource dedicated to searching techno terminology and computer definitions. Teach yourself what 'domain name system' is, or teach yourself what 'DDRAM' means on your computer. Webopedia is absolutely a perfect resource for non-technical people to make more sense of the computers around them.
- **Yippy** is a Deep Web engine that searches other search engines for you. Unlike the regular Web, which is indexed by robot spider programs, Deep Web pages are usually harder to locate by conventional search. That's where Yippy becomes very useful. If you are searching for obscure hobby interest blogs, obscure government information, tough-to-find obscure news, academic research and otherwise-obscure content, then Yippy is your tool.

# Search Engines

## Additional Information



- **Bing** is Microsoft's attempt at unseating Google. Bing used to be MSN search until it was updated in summer of 2009. Touted as a 'decision engine', Bing tries to support your researching by offering suggestions in the leftmost column, while also giving you various search options across the top of the screen. Things like 'wiki' suggestions, 'visual search', and 'related searches' might be very useful to you. Bing is not dethroning Google in the near future, no. But Bing is definitely worth trying.
- The **Ask/AJ/Ask Jeeves** search engine is a longtime name in the World Wide Web. The super-clean interface rivals the other major search engines, and the search options are as good as Google or Bing or DuckDuckGo. The results groupings are what really make Ask.com stand out. The presentation is arguably cleaner and easier to read than Google or Yahoo! or Bing, and the results groups seem to be more relevant. Decide for yourself if you agree... give Ask.com a whirl, and compare it to the other search engines you like.
- At first, **DuckDuckGo.com** looks like Google. But there are many subtleties that make this spartan search engine different. DuckDuckGo has some slick features, like 'zero-click' information (all your answers are found on the first results page). DuckDuckgo offers disambiguation prompts (helps to clarify what question you are really asking). And the ad spam is much less than Google. Give DuckDuckGo.com a try... you might really like this clean and simple search engine.

# Internet usage around the world

Follow the link to see statistics



- <http://www.internetworldstats.com/stats.htm>
- Australia makes up 0.8% of world internet users
- Penetration was 86.5% of 21.7 million in 2019
- Facebook users in 2020 totalled 11.23 million  
... almost 3 billion world wide



# Finding an ISP in Perth

## Researching plans on the internet



<http://whistleout.com.au>

46 Phone and Internet Companies compared here Including:

